

## **ABSTRACT**

The performance (e.g., in terms of selection rates, conversion rates, revenues, profits, etc.) of different ad landing pages may be evaluated and compared by (i) for a  
5 given ad or collection of ads, serving the ad with the different ad landing pages (e.g., by rotating through the ad landing pages), and (ii) collecting per ad landing page performance information. An authorized user may be provided with such per ad landing page performance information and may designate one of the ad landing pages to be used in future serves of the ad. An authorized application program may be provided  
10 with such ad landing page performance information and may designate one of the ad landing pages to be used in further serves of the ad using such information.